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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/677,153	10/02/2000	Steven J. Sculler	M&R-3.0-033-CIP	3874
530	7590	01/18/2007	EXAMINER	
LERNER, DAVID, LITTENBERG, KRUMHOLZ & MENTLIK 600 SOUTH AVENUE WEST WESTFIELD, NJ 07090			FADOK, MARK A	
			ART UNIT	PAPER NUMBER
			3625	

SHORTENED STATUTORY PERIOD OF RESPONSE	MAIL DATE	DELIVERY MODE
3 MONTHS	01/18/2007	PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

If NO period for reply is specified above, the maximum statutory period will apply and will expire 6 MONTHS from the mailing date of this communication.

Office Action Summary	Application No.	Applicant(s)	
	09/677,153	SCULLER ET AL.	
	Examiner	Art Unit	
	Mark Fadok	3625	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) Responsive to communication(s) filed on 27 March 2006.
 2a) This action is FINAL. 2b) This action is non-final.
 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) Claim(s) 44-112 is/are pending in the application.
 4a) Of the above claim(s) 44-74 is/are withdrawn from consideration.
 5) Claim(s) _____ is/are allowed.
 6) Claim(s) 75-112 is/are rejected.
 7) Claim(s) _____ is/are objected to.
 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) The specification is objected to by the Examiner.
 10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)	4) <input type="checkbox"/> Interview Summary (PTO-413)
2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)	Paper No(s)/Mail Date. _____
3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)	5) <input type="checkbox"/> Notice of Informal Patent Application
Paper No(s)/Mail Date _____. _____	6) <input type="checkbox"/> Other: _____

Reopening of Prosecution After Appeal

In view of the appeal brief filed on 3/27/2006 and Office action mailed 6/19/2006 suspending prosecution, PROSECUTION IS HEREBY REOPENED. New grounds for rejection are set forth below.

To avoid abandonment of the application, appellant must exercise one of the following two options:

- (a) file a reply under 37 CFR 1.111 (if this Office action is non-final) or a reply under 37 CFR 1.113 (if this Office action is final); or'
- (b) request reinstatement of the appeal.

If reinstatement of the appeal is requested, such request must be accompanied by a supplemental appeal brief, but no new amendments, affidavits (37 CFR 1.130, 1.131 or 1.132) or other evidence are permitted. See 37 CFR 1.193(b)(2).

Examiner's Note

Examiner has cited particular columns and line numbers or figures in the references as applied to the claims below for the convenience of the applicant. Although the specified citations are representative of the teachings in the art and are applied to the specific limitations within the individual claim, other passages and figures may apply as well. It is respectfully requested from the applicant, in preparing the responses, to fully consider the references in entirety as potentially teaching all or part of the claimed invention, as well as the context of the passage as taught by the prior art or disclosed by the examiner.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 75-112 are rejected under 35 U.S.C. 103(a) as being unpatentable over Lopez, Jr. (US 7,143,056) in view of Official Notice.

In regards to claims 75-77,80-89,92-94,96-97,99-112, Lopez, Jr. teaches all the features of the instant invention. For instance, method of obtaining information about a personalized product to be provided from a provider to an organization information provided by the organization, the personalized product displaying information provided by the organization (abstract).

the provider receiving login information identifying a first user within the organization (Fig 11);

Lopez, Jr. teaches defining the product layout and defining which fields may be changed (FIG 3 and 4) and having a first user log on to modify the fields (FIG 11 and 12, col 2, lines 45-55), but does not specifically mention that the initial product layout and defining of the fields is received over the internet from the first user. The examiner takes Official Notice that the use of the Internet to transfer information about product layout and fields which may be modified was old and well known in the art (design of websites). It would have been obvious to a person having ordinary skill in the art at the time of the invention to include in Lopez, Jr. using the internet to design the product and

define the modifiable fields, because this would allow the manufacturer to be at a remote location that may be less expensive for manufacture then their clients headquarters which may be in an a very expensive part of the country (Opelika, Alabama vs. New York City).

at least one aspect which may not be changed (col 2, lines 35-45);
receiving login information identifying the second user within the organization, wherein the login information of the second user is different from the login information of the first user (FIG 6);

transmitting to the second user over the network the values of aspects and an indication, in accordance with the instructions and based on the second user's login information (FIG 7),

distinguishing the aspects which the second user may change from those which the second user may not change (FIG 7); and

receiving from the second user over the network the value of an aspect which may be changed in accordance with the instructions and which has changed from the transmitted value (FIG 7).

In regards to claims 78,79 and 98, Lopez, Jr. teaches business cards and stationary, but does not specifically mention that the system is used for stamps and advertising specialties. The examiner takes Official Notice that producing products such as stamps and advertising specialties from printers was old and well known in the art at the time of the invention. It would have been obvious to a person having ordinary skill in

the art at the time of the invention to include in Lopez, Jr. including additional products such as stamps and advertising products, because this would increase revenue and create a convenient one stop shop for a corporations needs.

In regards to claims 90, 91 and 95, Lopez, Jr. teaches identifying what information can be changed, but does not specifically mention that the information area has a three dimensional appearance of the area accepting the change. The examiner takes Official Notice that providing a three dimensional area indicating an area to be changed was old and well known in the art at the time of the invention. It would have been obvious to a person having ordinary skill in art at the time of the invention to include in Lopez Jr. highlighting an area using three-dimensional representation, because this creates an efficient and easily recognizable means for guiding the user to the area which needs to be changed.

Response to Arguments

Applicant's arguments with respect to claims 75-112 have been considered but are moot in view of the new ground(s) of rejection.

In regards to the USC 101 rejection applicant's arguments were convincing, therefore the USC 101 rejection has been vacated.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to **Mark Fadok** whose telephone number is **571.272.6755**. The examiner can normally be reached Monday thru Friday 8:00 AM to 5:00 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, **Jeffrey A. Smith** can be reached on **571.272.6763**.

Any response to this action should be mailed to:

Commissioner for Patents

P.O. Box 1450

Alexandria, Va. 22313-1450

or faxed to:

571-273-8300 [Official communications; including

After Final communications labeled
"Box AF"]

For general questions the receptionist can be reached at

571.272.3600

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR.

Status information for unpublished applications is available through Private PAIR only.

For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).



Mark Fadok
Primary Examiner



ERIC W. STAMBER
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